

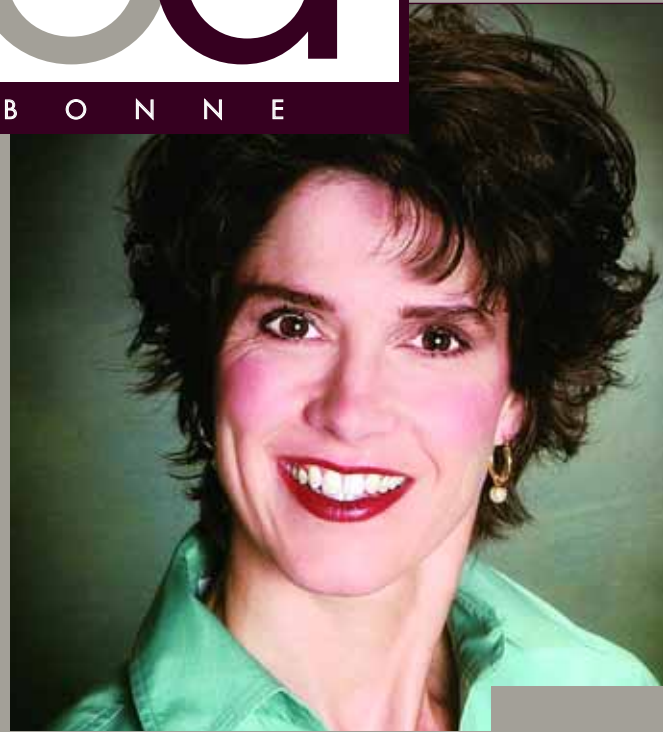
FOCUS ON SUCCESS

My story begins four years ago at a skin care Presentation where my sister-in-law, NVP Kristin VanderVeen, and I were introduced to Arbonne’s phenomenal products. We both signed up as Consultants to get our skin care products at a discount. We ended up buying everything and were completely satisfied. Seven months later, Kristin became a business builder and I continued with my teaching career with no real interest in the business. Two years later, my 3-year-old daughter, Audra, was diagnosed with a brain tumor, thereby, ending my teaching career. My husband and I decided that returning to teaching would not allow for the flexibility we needed, should Audra need further treatment after one-and-a-half years of chemotherapy.

One day, my husband, Kevin, came home from Kristin’s with a phone number in his hand (the “sizzle call”) and highly encouraged me to listen, telling me this might be the opportunity we needed. I was irritated he was encouraging me to sell make up with his sister. After all, I have a bachelor’s and graduate degree. Needless to say, after several weeks of dragging — quite frankly, kicking my feet — along with lots of prayer and hashing it out with God, I made the decision. In a matter of a few minutes, I decided to do the business. Not just to try it, not give it a year and not give it my best go; but, do it. And so, I did!

I marched over to Kristin’s house, swung open her door and said, “Okay, Kristin, I am ready to go!” She responded, “Okay, go

NEW RVP



catherine koelewyn

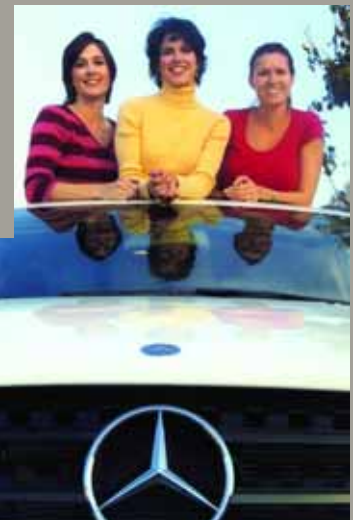
Independent Consultant, Regional Vice President
Catherine Koelewyn Region; Hanford, CA

where?” I had caught her off guard, yet when she figured out I was ready to become a business builder, we got down to brass tacks. I completed DM qualification in two weeks and RVP qualification in 10 months.

I truly believe my quick success was due to three main areas. First, I relied on lots of prayer. Second, I have a successful upline who work hard and are extremely easy to duplicate. Plus, they have great faith in me. Last, but most importantly, I made the

continued ...

Sister, Amy Hunter; Catherine and DM Amy Heiland.



Catherine with family and Why: Daughter Audra Grace, 5; husband, Kevin and daughter, Madilyn, 8.



Catherine’s main Why: Madilyn and Audra.

success strategy:

“ Make the decision today to do the business and do whatever it takes to make it work. ”

decision to do it. Not just give it a try or give it a go; but, just to do it!

I attended NTC 2005 Las Vegas and was absolutely blessed by the “whole picture” regarding Arbonne as a business and way of life. My business grew before my eyes after attending NTC 2005. I am so proud of my downline, as they, too, caught the “bug” to just do it!

To my huge elephant leg, AMs Lisa Caviezel-Fields and Dixie Lyman: I could not stand where I am without you two. Thank you for your diligent hard work and great support. I truly appreciate your willingness to dig deep and do what it takes to succeed, and your willingness to teach your own teams to do likewise. To my DMs, Amy Hiestand, Cheryl Oliveira and Stephanie Pomeroy: I appreciate your diligence to stay the course. You are an integral part of the makeup of this team. Your hard work and perseverance will pay off. Remember, “Some will, some won’t, so what ... who’s next!” To the rest of my extended downline: Thank you so much for all of your hard work and diligence in your businesses. Keep up the awesome work. I cannot wait for all of us to attend NTC this year.

A special note to my husband, Kevin, and my children, Madilyn and Audra: Thank you for being patient and supportive as I built this business. Kevin: Okay ... you were right! Thank you for



Catherine with part of her Region and sister-in-law, NVP Kristin VanderVeen.

encouraging me to listen to the “sizzle call.” It was all uphill from there. I love you. Madilyn and Audra: Mommy loves you. Thank you for being patient while I was away many nights at Presentations. Now, I can be home more often. To my parents and in-laws: Thank you for your support and helping watch the girls when needed. And last, but not least, to my sister-in-law, NVP Kristin VanderVeen: Thank you for not giving up on me, for gently encouraging me and for praying for me. You are a textbook example of a successful upline. You are extremely easy to duplicate and you work hard to ensure the success of your team. I have truly enjoyed joining the ranks and thoroughly appreciate all that you have done to ensure my success. I have enjoyed our time together and count it a blessing to have you as my sister-in-law. I love you. Thank you.

And finally, to Arbonne International: Thank you for creating a company with high integrity, not only in our products, but in the people who make this company tick. You are the sparkling diamond among all the cubic zirconias.



DM Cheryl Oliveira, AM Lisa Caviezel-Fields, NVP Kristin VanderVeen, Catherine, AM Dixie Lyman and Leah Caskey.



ABOVE:
TOP: DM Lori Auten, NVP Kristin VanderVeen, AM Lisa Caviezel-Fields and Catherine.
BOTTOM: DM Michael Lyman, AM Dixie Lyman and DM Kelda Kuhn.



DM Stephanie Pomeroy, RVP Catherine Koelewyn and NVP Kristin VanderVeen.